

## ABSTRACT

A stock trading support apparatus 2 to support stock trading includes: a stock price analysis information  
5 creating section (for example, a CPU 21 and the like) to create stock price analysis information by analyzing a stock price of each brand based on stock price information; a promising brand information creating section (for example, the CPU 21 and the like) to create promising brand  
10 information by judging whether the each brand is in a good time to buy or sell based on the stock price analysis information created by the stock price analysis information creating section; and an output section (for example, a display unit 23, a printing unit 25 and the like) to output  
15 stock information containing the stock price analysis information and the promising brand information.